

AUTOMOTIVE

Aston Martin recalls racing roots in return to F1

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Aston Martin celebrates its past while anticipating future. Image credit: Aston Martin

By KATIE TAMOLA

British automaker Aston Martin is reflecting on its rich racing history in a new short film ahead of its return to the Formula 1 stage.

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Marek Reichman, chief creative officer at Aston Martin, offers snapshots of the brand's roots in racing spanning from the company's creation in 1913. Aston Martin has a rich racing history, having competed against other notable automakers including Ferrari and Porsche in exciting races as far back as 1959.

"Aston Martin is showing the world that it is serious about its commitment to motorsports and the way to do that is through imagery of the past that shows a return to form, of who they were, are and aspire to be again," said Tyson Jominy, vice president for data and analytics at [J.D. Power](#), Nashville. "To be a credible competitor to Ferrari in the dealership, they have to be a credible competitor to Ferrari on the track."

Racing once more

The short film opens with Mr. Reichman noting that racing is at the core of the brand.

Mr. Reichman talks about how Aston Martin is once again looking forward to competing alongside fellow car brands.

Aston Martin is returning to F1 racing after over 60 years

The film juxtaposes past and present by featuring archival clips from Aston Martin's decades of Formula 1 competition spliced with clips of the brand's current race preparation. It also includes an apparent recreation of a DBR4.

Its predecessor, the Aston Martin DBR1, finished first in the 1959 24 Hours of Le Mans, Grand Prix of Endurance race.

The film previews Aston Martin's return to F1 racing after over 60 years. The new racing vehicle is set to be revealed this month.



Marek Reichman discusses Aston Martin's racing roots. Image credit: Aston Martin

Mr. Reichman notes that competing in F1 arena is immensely important to the brand because it reflects the company's dedication to winning.

"For me it's exciting, it's exhilarating and it's transformative," he says in the film. "We'll show the world that we are a company that has a vision to win."

The film ends with an ode to the brand's history, with clips of modern-day racing transitioning to a final shot of an older Aston Martin vehicle crossing a finish line.

Moving forward

Aston Martin is propelling into the future with its new title partner, Cognizant, an American multinational IT brand.

The automaker's return to Grand Prix racing comes a year after Formula 1 billionaire became one of the marque's major shareholders.

In January 2020, Mr. Stroll led a consortium to chip in \$240 million for a 16.7 percent share of Aston Martin Lagonda. He now serves as the automaker's executive chairman ([see story](#)).

Mr. Stroll is also the owner of the Racing Point Formula 1 team, which has now been rebranded to Aston Martin Cognizant F1 team.

While Aston Martin has been away from F1 for decades, the automaker has remained a fixture in other racing events.

In 2018, Aston Martin celebrated participating in the 24 Hours of Le Mans with the release of a humorous short film starring its racing team ([see story](#)).

"While Aston Martin has been around the sport for decades, the return to the sport as a full-fledged manufacturer can be seen as an effort to lend credibility to its road cars.," J.D. Power's Mr. Jominy said. "Ferrari famously offered road cars to fund its motorsports effort, but this case is Aston Martin going into top-flight motorsports to support its personal car business."